

An Assemblage of New Blouses

Many Shown for the First Time Monday,

containing the most recent conceits, exclusive in design, exquisite in making and exceptional in price.

Novelty Stripe Crepe de Chine Waists; also fancy embroidered crepes; all shades, at \$2.98

Dressy Blouses, in chiffon; all shades, and fancy lace and crepes, at \$5.00

Novelty Lace and Chiffon Blouses, at \$7.48 and \$10.00

Exclusive Models in Metal Laces and embroidered chiffons, at \$15.00 and \$17.50

We Sell More Ready-to-Wear Garments for Women Than Any Other Richmond Store.



Party Cases

2 Very Special Offerings

Handsome Black Saffian Party Cases, in the new Victorian styles, containing 9 useful vanities; regular \$3.98; special price Monday, \$2.95.

\$3.00 Cases similar to above, containing 6 vanities; special price for Monday, \$2.25.

All Silk \$3.00 Umbrellas

Sale Price, Monday,
\$1.95

Just 50 in the lot. 8-rib Umbrella, with the best paragon steel frame, mission handle, tape border; the best value in Umbrellas offered in many a day. (Umbrella Dept., first floor, right aisle, near entrance.)

Opening and Six-Day Sale in Our New Department---Featuring Children's, Junior's and Misses' Wear

This Department is Not Burdened With Elaborate Fixtures, Lavish Display or an Expensive Location
Therefore we can and do name prices, and quote values that you cannot duplicate elsewhere. For this sale and opening event we've arranged the following matchless values.

Extraordinary Coat Values for Opening Week

Stylish Coats

8 to 14-year sizes; regular value, \$5.00; price marked for opening sale, \$3.98

These handsome Coats shown in navy only; made with plaid collar and touches of plaid in back. Has the wide low belt and patch pocket.

College and Dress Coats
Sizes 8 to 15 years; regular values \$12.50, price marked for opening sale, \$10.00

These we show in large variety of smart models; the new military effect, with detachable capes; others the college effects, with fancy cut laces; made of well English mixtures, Scotch plaids, "Hindoo-lynx," chinchilla, zibelines and the self-plaid effects.

Smart Coats

6 to 15-year sizes; regular value \$7.50; price marked for opening sale, \$5.98

Shown in the popular colors of navy, Copen, brown, gray; fabrics of zibeline, chinchilla, boucle, invisible cord, cheviot and other materials. Made with the Raglan semi-kimono and set-in sleeves.

Exclusive and Classy Coats
13, 14 and 15-year sizes; specially marked for opening sale at \$22.50

These attractive Coats made of imported velvets, broadcloths, plush and other favored fabrics. Shown in about twelve of this season's best styles; copies of imported models.

Coats for the Little Ones of Two to Six Years

Specially Priced for Opening Week

Children's Coats

2 to 6-year sizes; regular value \$2.50; price marked for opening sale, \$1.98

Shown in black, navy and brown zibeline; some made with the imitation civit cat, collar and cuffs. All this season's best styles.

Fancy and Plain Coats

2 to 6-year sizes; regular values \$3.00 and \$4.00; price marked for opening sale, \$2.98

These are made of corduroy, fancy Scotch mixtures, herringbone chevils, chinchillas; made with Raglan, Balmain and set-in sleeves; can be had in navy, Copen, brown, light and dark gray and black.

Handsome Coats

2 to 6-year sizes; regular values \$6.50 and \$8.00; \$5.98 prices marked for opening sale at \$4.98 and \$5.98

Shown in Hindoo-lynx, fancy English mixtures, corduroys, chinchillas, storm serges, Scotch plaids, zibelines, etc. Made in all this season's most stylish models. Wonderful styles that must be seen to be appreciated. A range of 25 styles to select from.



COATS in the above stylish model, shown in several of this season's most favored fabrics; sizes 8 to 15 years; \$10.00 values; Opening Sale price \$7.50

Skirts

To Be Worn With the Middy Blouse

Pleated and gored Navy Serge Skirts, with attached underwaist; 8 to 12 years, for \$2.98.

Gored Skirts, laced on hip, 10, 12 and 14-year sizes, made of splendid navy blue serge. These for \$3.48.

Stylish Dresses for the Six to Fifteen Year Miss

Matchless Values Arranged for Opening Sale Week

Navy Serge Dresses

Sizes 6 to 14 years; regular value \$4.00; price marked for opening sale, \$2.48

This attractive Dress is made with the long waist, deep belt and tunic skirt. Collar, cuff and drop skirt of the stylish Roman stripe.

\$5.00 Dresses

6 to 14-year sizes; regular value \$5.00; price marked for opening sale, \$3.98

Two stylish models to select from. One shepherd check, with collar, cuffs, belt, drop skirt and buttons of navy blue serge. Other model basque effect, navy blue serge, with Roman stripe collar, cuffs and vestee.

Stylish Dresses

6 to 15-year sizes; regular values \$6.50 and \$7.50; price marked for opening sale, \$5.98

Ten of this season's smartest styles to select from, such as the Gumpie Dress, the Regulation Dress, the Long Tunic Shepherd Check Dresses, Fancy Plaid Long Waist, etc.

Dresses for the Intermediate Girl

Sizes 13, 14 and 15; regular value \$10.00; price marked for opening sale, \$7.48

Shown in six of this season's most effective styles, such as the basque style, Russian, Tunic, Moyen-age, Middy's and the Regulation. Others with fancy shaped accordeon-pleated tunic, etc.

Smart Dresses for the Miss

Of 13, 14 and 15; regular value \$15; price marked for opening sale, \$12.50

This assemblage of Dresses comprises about 12 distinctive models. Made of this season's most wanted fabrics, such as velvets, corduroys, French serge, poplin and fancy wool plaids, in the colors Russian green, tote-de-negre, wine, navy, Copenhagen, etc.

Wash Dresses

6 to 14 years; regular \$1.00, \$1.50 and \$2; price marked for opening sale, 75c, 98c and \$1.50

Shown in a large assortment of the very newest designs and combination colors; made of the best grade chambrays, percales and ginghams.

Dainty Party Dresses

12 to 16-year sizes; regular value \$15.00, \$18.00 and \$22.50, prices marked for opening sale, \$12.50, \$15.00 and \$18.50

These beautiful Dresses are made of combination of chiffons, laces and crepe de chine, with double and triple skirts, intermingled with dainty rosebud trimmings.

The Mar-Hoff or Hoflin Blouse Dress

14 to 18-year sizes; regular values \$18.00 and \$20.00; prices marked for opening sale, \$15 and \$17.50

These popular and stylish Dresses for the college girl are made of extra French navy serge; shown with both the pleated and gored skirts.

Paul Jones and Jack Tar Middy Blouse

Shown in all-white and white with navy collar and cuffs, and white with navy wool collar; sizes 8 to 20. These for \$1.00.

The MAR-HOF Middy, with navy serge collar and cuffs, with white braided collar and cuffs; sizes 14 to 20. These for \$1.98.

Now the Fall Fashion Show Is At Its Best---The New Garments Present a Wealth of Style

Smart Styles in the New Winter Coats at Moderate Prices

STYLISH COLLEGE COATS, in novelty plaids; exceptional values. \$8.50

FANCY MIXTURE COATS, in new colorings; belt effect; specially priced at \$10.00 and \$12.50

HANDSOME ZIBELINE COATS, in all new shades; also novelty mixtures, in smart style coats, at \$15.00

SMART PLAID COATS, of imported velour, in three-quarter length styles, special values at \$20.00

BLACK COATS, in cloth, ripple cloth and zibelines; all new models; flare bottom, with belt. Prices \$15.00 to \$25.00

BROADCLOTH COATS; elegant all-over broadtail coats, in latest models, \$25.00 to \$35.00

Effective Styles and Values Featured in the New Suit Arrivals

ATTRACTIVE SERGE SUITS; excellent values, in serge and poplin suits; all wanted shades; short to three-quarter length coats, at \$15.00 and \$17.50

FINE POPLIN SUITS, in all shades; nobby short coats, with hercules silk braid trimming, at, special value. \$20.00

BROADCLOTH AND POPLIN SUITS, in all shades, new models in straight line coats; velvet and braid trimmed; a big range of styles; all new models, at \$25.00

NOVELTY BROADCLOTH SUITS, in all new shades, coat with ripple effect, fur trimmed, at \$35.00 and \$40.00

HIGH-GRADE SILKS AT AMAZING REDUCTIONS

Forty-inch Moire, Canton Crepes, Silk Crepes and Brocade Silk, in all the desirable street shades; regular price \$1.50, \$2 and \$2.50 yard, special sale price, per yard \$1.00

27-inch Black Messaline, \$1.00 value; per yard .39c
27-inch Black Taffeta Silks, 85c value; per yard .39c
36-inch Black Messaline, per yard .80c, \$1.00 and \$1.25
36-inch Colored Messaline, in all the newest evening and street shades; per yard \$1.00
40-inch Crepe Meteor, in all evening and street shades; per yard \$2.00
40-inch Crepe de Chine, per yard \$1.50
36-inch Satin Duchess Imperator, per yard \$1.50
36-inch Satin Duchess Radiant, per yard \$1.50

18-In. Messaline Silk

50c value, cut on the bias for trimmings; special sale price, per yard, 39c.

This favored silk can be had in all the evening and dark shades.

27-inch Corduroy, in black, navy, brown and white; \$1.00 value; special sale price, 75c.

40-inch Silk and Wool Poplins, black, navy, wistaria, green, brown and bronze; per yard \$1.50

40-inch Silk and Wool Poplins, per yard \$1.00

High Class Black Costume Velvets--

31-inch, per yard \$2.50 and \$3.50

35-inch, per yard \$3.00

44-inch, per yard \$4.50 and \$5.00

52-inch Black Satin Duchess, for capes and coats; yard \$2.50 and \$3.00

36-inch Chiffon Taffetas, in all evening and street shades, at, per yard \$1.00 and \$1.50

25-inch Persian and Roman Silks, for trimmings; yard \$1, \$1.19 and \$1.50

Men--Here Are 8 Values for Monday's Selling

Men's \$1.50 and \$2.00 Soft Madras Shirts, special price. 69c
Made of very fine madras, with the soft turnover French cuffs; some have the madras collars to match them.Men's 75c Flannellette Night Robes, special price. 45c
These are made of good quality flannellette, full and well made; shown in the very best of patterns.Men's \$1.50 Outing Pajamas, special price. \$1.05
These Pajamas are full cut, well made and have the silk loops; all neat and very best of patterns.Men's 25c Half Hose, 12 1/2c per pair
Shown in several different weights and makes, in the colors of black, tan and other desirable shades. Only about 25 dozen in the assortment.

Men's \$1.25 Natural Wool Underwear, special price. 95c

This elegant garment comes in just the proper weight for fall and winter wear; can be had in sizes from 34 to 46.

Men's Suspenders, 50c values, special price. 25c
Made with the strong calfskin ends and brass trimmings.

Men's 25c Paris Garters, special price, 14c.

Men's 75c and \$1.00 Percalé Shirts, special price. 55c

These Shirts are made of fine percale, full cut and well made; shown in the very best of fall patterns; sizes 14 to 17.

All Pure Linen 17c Handkerchiefs, special price. 11c

These fine quality Linen Handkerchiefs are the full 13-inch size, and nicely hemstitched. Buy now and save.

Sale of Decorative and Household Linen

75 Linen Scarfs and Centrepieces

24-inch White Embroidered and Scalloped Linen Centre Pieces, and 54-inch Ecru Linen Scarfs; articles that sold from \$1.25 to \$3.50, \$1.00

The above attractive Linen Scarfs and Centre Pieces are handsomely embroidered; beautiful work which closely resembles the real hand Madeira work.

72-In. Mercerized Table Damask at 55c

Regular selling price 69c. This handsome damask is highly mercerized and heavy quality.

The above low price for Monday and Tuesday only.

15 Dozen Heavy 12 1/2c Huck Towels, 18x36, Sale Price, 8c

These Towels have been specially marked with various names thereon, but are otherwise perfect in every respect, and at the above low price is the best Towel buy in Richmond.

70-Inch Linen Table Damask at 95c

Regular selling price \$1.39. Shown in the beautiful tulip and American Beauty design. Just two pieces picked up at an importer's office to go at the above low price.

SPLENDID DRESS GOODS VALUES

Imported Broadcloth

All-Wool, medium weight, extra high lustre, in black and a full range of the newest fall shades, at, yard \$1.50

Regular Value, \$2.00 yard.

New Novelty and Check Coating

These are shown in the new plaids, fancy mixtures and black and white checks, 54 inches wide; all wool, at, \$1.50 yard

Regular Value, \$2.00 yard.

Black Broadcloth Specials

54-inch Handsome Black Broadcloths, with soft lustrous finish. Specially priced at \$2.00, \$2.50 and \$3.00. Regular values \$2.50, \$3.00 and \$4.00. All thoroughly sponged and shrunk.

French Serges and Gabardine Suiting

50 to 54 inches wide, in black and a large assortment of the new fashionable colors, at, yard \$1.25

Regular Value, \$1.50 yard.

Crepe Granite and Storm Serges

Both pure wool, 1 1/2 yards wide, black, Russian green, brown, plum, wistaria, Copenhagen, navy and ink blue, at, \$1.00 yard

Regular Value, \$1.25 yard.



\$2.25 to \$3.25 Lace Curtains,

Two, Three and Four Pair Lots; Some 2 1/2 yds., 3 yds., 3 1/2 Yards Long. Per pair \$1.65

This lot includes Cluny Curtains, Braided Net Curtains, Scrim Curtains, Arabian Corded Curtains, Nottingham and Scotch Net Curtains. Sold in lots only.

\$22 Seamless Velvet and Axminster Rugs, \$15.98

Smith Axminster and Seamless Velvet Rugs, size 9x12 feet; floral and Oriental patterns.

Couch Covers, \$1.45. 54-inch Tapestry Covers, durable quality; hemmed ends; 2 5-6 yards long. Beautiful Oriental patterns and colors.

Window Shades, Measured, Made and Hung, 79c Ea.

Transparent Cambric Shades, made up to 28 inches wide and up to 6 feet long; measured to fit windows. Special color green only.